

# ADVANCED DIGITAL MARKETING STRATEGIES

For Exceptional New Patient Attraction



**Cory Roletto**  
CEO and Co-founder  
WEO Media

## Course Summary

This course explores industry changes in online digital marketing with rapidly evolving best practices in dentistry. You will learn how to create your own comprehensive marketing strategy and be able to hold your marketing vendors accountable for greater returns on your investment. You will see complex strategies converted into easy-to-understand concepts you can use to eliminate the mysteries surrounding digital marketing. From websites and SEO to social media and Google Ads, Cory will clear the water in today's digital sea of information.

## Learning Objectives

- Understand the essentials of digital marketing for consistent new patient growth.
- Explore key demographics required to target procedural based dentistry such as dental implants.
- Simplify complex technologies to understand how to achieve a critical advantage in dentistry.
- Capitalize on significant changes at Google that impact your visibility search.
- Learn about the latest marketing trends and best practices including the strategic use of AI to generate marketing content.

Cory Roletto is the co-founder of WEO Media and a leading expert in online marketing strategy, lead conversion, and practice growth. Since 2009, he has helped thousands of dental practices implement successful digital strategies while driving innovation and ROI-focused solutions. A sought-after speaker, Cory lectures nationwide at conferences, study clubs, and webinars, simplifying complex marketing concepts for dental professionals. With a background in Chemical Engineering and an MBA from the University of Washington, Cory spent a decade at Intel before transitioning to dental marketing. He also serves as Vice President of the NW Kidney Kids board and is an award-winning home brewer. WEO Media is a four-time Best of Class Technology Award winner and a certified agency for Google, Facebook, and Healthgrades in the dental industry.

**Date:** Wednesday, March 12

**Time:** 6:30-7:30 ET

**Tuition:** Complimentary

**Registration Link:**

<https://tinyurl.com/mtfk96sm>

Attendees will earn 1 CE Credit

